

IN THE CLAIMS:

Please amend Claim 18 as follows.

Claims 1-17. (Cancelled).

18. (Currently Amended) A function assignment method for function keys of an operation device, comprising sequentially the steps of:

- displaying a prescribed hierarchical level menu comprising a plurality of prescribed items;
- selecting by a user one of the prescribed items;
- displaying, on a same screen with the prescribed hierarchical level menu, a lower hierarchical level menu according to the selected item among the prescribed items, the lower hierarchical level menu comprising a plurality of lower items;
- selecting by the user one of the lower items;
- displaying, on the same screen with the prescribed and lower hierarchical level menu, a registration menu comprising registration items relating to the function keys, according to selection of one of items in the lowest hierarchical level menu;
- selecting by a user one of the registration items; and
- assigning a function according to a set of the selected items in each hierarchical level menu to the function key relating to the selected registration item with one-to-one correspondence, wherein

while selecting the lower items, and when the user presses a determination key of the operation device for a time period equal or longer than a predetermined time period, the registration menu is displayed to enable the user to perform the registration operation, and when the user presses the determination key for a time period shorter than the predetermined time period, the menu display process is terminated without displaying the registration menu.

19. (Previously Presented) A method according to claim 18, wherein the operation device is a remote controller for a television receiver and the prescribed hierarchical level menu comprises image quality adjustment and sound adjustment.

20. (Previously Presented) A method according to claim 19, wherein the lower hierarchical level menu comprises contrast and luminance for image quality adjustment and sound volume for the sound adjustment.

21. (Previously Presented) A method according to claim 18, wherein the prescribed and lower hierarchical level menus and the registration menu are adjacently displayed stepwise according to the selection by the user, on the same screen.